

JOB DESCRIPTION			
Job title	Area Sales Manager	Scope:	Gloucestershire, Worcestershire, Herefordshire, Shropshire, West Midlands and South Wales. Assessment led orders in slings & bathing equipment.
Reports to:	National Assessment Sales Manager	Revenue Target	TBD
People Management	No	Budget responsibility	No
Job Purpose: To work within a defined area with Occupational Therapists (OTs), manual handling leads, physiotherapists and other customer contacts to ensure the accurate specifying of equipment and generate leads and opportunities, securing orders for products into both existing customers/ accounts and also new customers.			
Dimensions: Product range: Slings & Bathing– especially Glove slings and premium bathing products. Channels : Local Authorities and predominantly those who access the social care budget for funding. Community Equipment Stores, care homes, housing associations and charities.			
Key Tasks: <ul style="list-style-type: none"> ➤ Responsible for the development of the geographical area to meet the agreed target and objectives; ➤ Develop, maintain and expand strong & long-lasting relationships with OTs in area based on trust & honesty; ➤ Manage the relationship between Care & Independence (C&I), OTs and End Users as the first point of contact; ➤ Contribute to the development C&I products through feedback; ➤ Demonstrate the USP's of working with Care & Independence; ➤ Design solutions bespoke to the End User and measure/ demonstrate as appropriate; ➤ Profitably grow the revenue levels of the area by delivering on the above and being the “go-to” person for the OTs that you work with; ➤ Ensure consistency in the achievement of targets and goals set for your area; ➤ Work as part of a team to support development and implementation of new products and solutions to support the company's expansion and other initiatives; ➤ Identify opportunities for contracts for supply of equipment; ➤ Assist with market research to remain topical within the industry; ➤ Plan, organise and carry out customer training sessions; ➤ Ensure full compliance at all times with company policies and procedures, especially in data protection and safe guarding; ➤ Be aware of and meet all UK legal and regulatory requirements and relevant company policies, including those for Quality, Health and Safety, Anti-Bribery, and Competitive Compliance; ➤ Work collaboratively with all other C&I teams and individuals, especially Business Development and Marketing colleagues to maximise ALL revenue, margin and reputation opportunities. 			
Knowledge, Skills and Experience:			
Area	Essential	Preferred	
Qualifications	Excellent written and spoken English. Minimum of 5 years' relevant experience in sales; resolving issues and carrying out complex assessments.	Relevant business or clinical qualifications.	

Work Experience	Excellent understanding and demonstrable knowledge of the social healthcare and acute healthcare systems including community loan stores. Experience of relationship building, selling, negotiating with multiple stakeholders including clinicians.	Experience in directly comparable sales operation. Problem solving experience. Knowledge of risk assessment processes.
C&I knowledge		Knowledge of the company's products and services.
UK requirements	Ability to work in the UK. Full valid driving license.	
IT	Microsoft Office Skills namely: Word, Outlook, Excel and PowerPoint Internet-savvy Familiarity with CRM systems	Familiar with video based communications platforms (MS Teams, Zoom etc.)
Travel	Ability to travel within region and/or stay overnight on occasions.	

Key Competencies:

- Action orientated;
- Customer focused;
- Builds relationships with customers, peers and team;
- Analytical and able to understand cause & effect;
- Prepares and executes improvement / growth plans;
- Manages change successfully;
- Entrepreneurial drive to generate new, profitable business opportunities;
- Results focused;
- Excellent demonstration / presentation skills;
- Ability to work under pressure in a demanding environment.

Special Features/Conditions:

Due to the nature of the activity, there may be an occasional requirement to undertake work outside of normal hours. The job entails occasional travel and stays away from home, normally within the defined geographical region.

This job description is not exhaustive and may be updated from time to time. The company may expect you to undertake other tasks from time to time as required.

Agreed:

Manager: _____ Date: _____

Job Holder: _____ Date: _____

